

not always taken into account when designing appropriate Internet sites. This is one of the directions of marketing strategy improvement.

Thus, the success of the tourism business is largely due to the professional organisation of marketing, attention to even the seemingly insignificant details, and the differentiation of offers: from the organisation of weekend tours to Paris to longer journeys. This is especially important in today's challenging environment for outbound tourism.

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### **THE PROBLEM OF DEFINITION AND EVALUATION OF NATIVE ADVERTISING**

Good advertising has the ability to transform a business and increase the number of consumers, no matter what form it takes. Currently digital advertising is gaining popularity, and native advertising has become one of the largest and fastest growing areas of digital advertising. However, since it is developing and changing quite quickly, new formats and ways of its implementation appear, the question of what native advertising is remains relevant and debatable.

Native advertising is one of the most controversial marketing topics today. According to the Federal Trade Commission, native advertising is content that has similarities to news, entertainment, selected articles, product reviews and other content in digital media [1]. The Interactive Advertising Bureau classifies paid ads as native ads that are related to the content of the page, assimilated in its design and consistent with the platform as a whole. According to a more formalized interpretation, native advertising is the cooperation of the brand with the developer of advertising products in order to create content on the publisher's platform [2]. In Belarus, native advertising is represented by content recommendation platforms and advertising networks created to promote marketing content.

The difference between active advertising and standard advertising is the ability of the former to follow the natural design, location and behavior in the environment in which it was placed with content that provides relevant consumer interest in the context.

What makes native advertising effective? Firstly, relevance. Every person who reads a magazine, for example, dedicated to health knows that they will see an advertisement for medicines and bioactive additives, when looking through an automobile magazine – an advertisement for cars, etc. Online, however, it seems almost completely random, and it is impossible to predict what kind of advertising content people expect to see. However, there is much more information about each specific visitor of a particular Internet page and the content of this site, respectively, the potential for relevance of digital advertising is higher.

Secondly, the visualization of the content of the advertising message needs to be considered. The content aspects of advertising still play a significant role, which is often forgotten when using new digital technologies and effects that do not scale advertising. Only an idea can make it truly effective.

Thirdly, the placement of a native ad is important. It should be placed in the user's activity stream. Advertising in the press, television and print advertising are closely integrated into the flow of reader and viewer activity. Ad breaks and full-page ads are known and perceived as part of the overall content. They may not like them, but interaction with the consumer is carried out. In the Internet space, advertising is placed on the periphery, and viewers have limited opportunities to interact with advertising on the page, any ad can be closed with one click. To date, the main criteria for evaluating native advertising are its design, location, behavior and disclosure. At first glance, everything is quite simple – advertising should attract attention and not annoy, it should correspond to the website and not distort the content of the web page, it should not hide its advertising essence and be effective. However, there is not only a single interpretation of the concept of “native advertising”, but also generally accepted standards and rules for its use. This circumstance negatively affects the transparency of advertising, most native ads do not comply with the guidelines of the Federal Trade Commission [1].

Studies of consumer behavior in social networks confirm the existence of a problem of disclosure of advertising messages: 56% of advertising viewers cannot recognize a native ad [3]; and more than a third never notice the disclosure label [4].

The attitude of young people to native advertising is contradictory. According to surveys, college students in the USA are practically not familiar with native advertising and cannot recognize it [3]. At the same time, a study in which students of the Henderson State University School of Business (USA) and the California Lutheran University School of Management (USA) evaluated the effectiveness of native advertising in terms of its attractiveness, placement and purchase intentions showed that it affects the consumer behavior of young people. However, after considering the proposed images, titles, texts and/or videos, brand logos and the specifics of disclosure, the students postulated that 40% of the advertising content posted in mobile applications is produced in an inefficient edition. They emphasized the need to adjust the titles, images, brand logos, the choice of the target page and the method of disclosure [5].

Native advertising is a form of brand advertising; it will allow the effective use of digital marketing technologies to meet communication needs: from branding to direct marketing. The main advantage of this type of advertisements is their placement in the user's activity feed, dynamism and variability in content and technical terms.

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## DIGITAL MARKETING: COMMON PROMOTION TOOLS

In modern society, the concept of “marketing” has been introduced into almost all spheres of human activity. We may not notice it, but advertising surrounds us everywhere: on the Internet, on the street, in the mall, in pharmacies and the subway.

It is difficult to imagine a modern business without its promotion on the Internet. Expanded access to various kinds of information, multimedia, the ability to perform actions online – all this has led to the need for business development in the digital environment.

The investigation is aimed at the examination of the most common tools:

- 1) SMM – business promotion in social networks;
- 2) PPC – contextual advertising;
- 3) SEO – search engine optimization [1].

Let us take a closer look at each tool.

- 1) SMM – social media management, or promotion in social networks.

Facebook, Instagram and other social platforms are the main goal of SMM to attract customers from VKontakte, Facebook, Instagram and other social platforms. Another important task of SMM is to increase brand awareness and work on its reputation.

Social networks know a lot about their users: age and gender, country and city of residence, brand and year of release of the mobile device, interests and behavioral characteristics. The user gives all the information both by filling out their profile and through actions within the network. Based on this information, a portrait of the target